

THE UNIVERSITY OF WISCONSIN

MADISON 6

SCHOOL OF COMMERCE
COMMERCE BUILDING
ALPINE 5-3311

Philip G. Fox

May 4, 1970

THE TOBACCO INSTITUTE,
1776 K Street, N.W.,
Washington, D. C. 20006

Gentlemen:

In the NATIONAL OBSERVER of May 4, 1970 you offer to send the complete text of all correspondence on the Cigaret Controversy. Please send on everything you have.

I have been teaching Business Ethics here at Wisconsin for more than forty years -- and my principle has always been, THE TRUTH, THE WHOLE TRUTH, AND NOTHING BUT THE TRUTH. I do deal heavily with certain types of business men, but I spend a great deal more of my time defending BUSINESS against a great mass of humanitarians who usually do not know what they are talking about.

I have lectured on the Cigaret Controversy for ten years or more, always on an indeterminate basis because the data has always been so obscure. My students cannot accuse me of bias, because I never smoke cigarettes (I consider cigaret smoking an effeminate habit) -- I like cigars and three or four pipes in my pockets.

I happen to be, as a major interest, a Professor of Statistics. I try never to reach a conclusion without data. Therefore your two or three recent advertisements casting challenges at the Cancer Society have caught my interest.

I should be delighted to receive any information you may have which will assist me in discussing these matters with students and in my occasional lectures to a more general public. You need have no fear that I am gunning for the Tobacco Industry, and you may also be sure that -- as an oil campaigner -- I am not likely to fall for specious argument.

I am old enough now to have become somewhat suspicious of the humanistic attack on the Business Man -- a curious species which has only one aim, to attack the purses of the public. I am known in our local circles as one who always defends the thesis: BUSINESS MEN OPERATE ON ETHICAL LEVELS JUST AS HIGH AS THOSE OF ANY OTHER CLASSIFICATION IN OUR SOCIETY -- INCLUDING MEDICINE, THE LAW, EDUCATION, and THE CLERGY.

Many thanks.

Professor of Business Administration.

1005133825